MULTIMEDIA UNIVERSITY

STUDENT ID NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 2, 2022/2023 (TERM ID 2220)

BFB1024 – FUNDAMENTAL OF BUSINESS ENTREPRENUERSHIP

(All sections/Groups)

14 JULY 2023
9.00 a.m.-11.00 a.m.
(2 Hours)

INSTRUCTIONS TO STUDENT

1. This question paper consists of 1 page.
2. Attempt **ALL** questions. The distribution of the marks for each question is given.
3. Please write all your answers in the Answer Booklet provided.

QUESTION 1

Entrepreneur is the one who creates a new business in the face of risk and uncertainty for the purpose of achieving profit and growth by identifying opportunities and assembling the necessary resources to capitalize on them. Thus, discuss **FIVE (5)** characteristics of a successful entrepreneur. (25 marks)

QUESTION 2

There are various types of ownership towards a business. Among of it is sole proprietorship. In your opinion, why this sole proprietor among of the most popular ownership forms of a business. (25 marks)

QUESTION 3

The heart of a business lies in an effective business plan. It helps in giving direction towards achieving the business success. Briefly discuss, the major **FIVE (5)** components of a business plan. (25 marks)

QUESTION 4

Motivation is the degree of effort an employee exerts to accomplish a task; it shows up as excitement about work. Briefly discuss **FOUR (4)** elements of motivation to an employee at workplace. (25 marks)

End of Paper